



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

For the Architectural Commission  
Meeting of December 15, 2010

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Associate Planner

**SUBJECT: ERMENEGILDO ZENGA**  
**301 North Rodeo Drive**  
Façade remodel and sign accommodation  
PL 103 6918

**PROJECT INFORMATION**

<b>Applicant</b>	Raul Cardenas
<b>Address</b>	301 North Rodeo Drive
<b>Project Name</b>	Zenga
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Façade Remodel</li><li>• Sign Accommodation</li></ul>

**PROJECT DESCRIPTION**

The project is located on the west side of the 300 block of North Rodeo Drive. The applicant is proposing a façade remodel and business identification signs. The following elements are proposed:

**Façade**

- The existing awnings would be recovered in a new awning fabric (color: Tempotest 88).
- The door frames would be replaced with brushed aluminum frames.
- The building would be painted a neutral base color (Pale Celery).
- The exterior metals would be painted a dark silver.
- The existing rooftop mechanical screens would be painted white (White Opulence).
- Along the southern elevation (Dayton Way) the applicant is proposing to plaster over an existing display window toward the rear of the building. Stucco matching the existing building would be applied over this window and would be painted to blend with the facade. The awning above this window would be removed.

A materials board will be presented at the meeting.

**Signs**

- The existing signs will be replaced with signs of the same size and will be located in the same location as the existing signs. (The existing signage was previously approved by the City in 1998.) Two business ID signs are proposed along the Dayton Way elevation, one is proposed along the North Rodeo Drive elevation and one is proposed

along the rear alley elevation. Each sign would be approximately 15.2 square feet (total for all signs would be 60.8 square feet). This size is consistent with the signage approved in 1998.

- The applicant has proposed signage on each awning which would be a maximum of 7" in height. As proposed this signage is located on the face of the awning. Beverly Hills Municipal Code Section 10-4-306 allows for signage on awnings only if the signage is located on a plane of the awning that is parallel to the façade of the building. As conditioned the proposed awning signs shall be required to be on a plane of the awning which is parallel to the building façade. (The applicant will be providing a revised awning design for the Commission's consideration at the meeting.)
- When the applicant originally submitted this application, they were seeking the approval of large window vinyl on a window at the North Rodeo Elevation and a window on the Dayton Way elevation. After a Code review by staff, it was found that the window vinyl would exceed the maximum area of signage allowed even with the granting of a sign accommodation by the Commission (130 square feet). As a result, the applicant is no longer requesting for approval of the window vinyl although it is still shown in the building elevations provided for the Commission.

<b>BUSINESS IDENTIFICATION SIGNS</b>			
<b>Type of Sign</b>	<b>Permitted by Code with a Sign Accommodation</b>	<b>Permitted by Code without a Sign Accommodation</b>	<b>Proposed</b>
<b>Business ID Signage</b>	Multiple business identification signs not to exceed 130 SF located on multiple elevations (alley elevation included)	<p>Along one elevation - one sign not to exceed 2 SF per each foot (1'-0") of street frontage that the tenant occupies, however never to exceed 100 SF.</p> <p>For a second street frontage - one sign not to exceed 2 SF per each foot (1'-0") of street frontage that the tenant occupies, however never to exceed 30 SF.</p> <p>No signage is permitted along the alley elevation without the granting of a sign accommodation.</p>	<p><b>60.8 square feet</b></p> <p>(4 signs total)</p>
<b>Awning signs</b>	The sign accommodation request does not pertain to the proposed awning signage	7" maximum letter height, single line of text, located on a plane of the awning which is parallel to the building façade (see suggested conditions of approval)	<p>Maximum 7" letter height located on the face of the awnings</p> <p>(See the conditions of approval which restrict the awning signage location.)</p>

## **ANALYSIS**

The proposed remodel is intended to update the appearance of the existing building. The proposed façade remodel proposes high quality materials. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along North Rodeo Drive and Dayton Way. The proposed design offers an revitalized appearance with a clean finish.

## **ARCHITECTURAL CRITERIA**

Pursuant to Municipal Code Section 3-3010 the Architectural Commission may approve, approve with conditions, or disapprove the issuance of a building permit in any matter subject to its jurisdiction after consideration of the following criteria:

***(a) The plan for the proposed building or structure is in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.***

The proposed façade remodel and signage create a clean classy façade. The design appears in keeping with the quality of nearby shops and other businesses. The proposed facade remodel appears to be in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

***(b) The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.***

The proposed façade remodel and signage does not appear to modify any existing barriers to external or internal noise and is not anticipated to make the environment less favorable.

***(c) The proposed building is not in its exterior design and appearance of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.***

The materials proposed for the facade remodel and signage does not appear to be inferior in quality or execution and would therefore not degrade the local environment in appearance or value.

***(d) The proposed building or structure is in harmony with the proposed developments on land in the General area, with the General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.***

The proposed facade remodel and signage is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would be allowed in

compliance with the current General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

***(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.***

Subject to review of the final construction documents, the proposed façade remodel and signage are in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

### **RECOMMENDATION**

Based on the foregoing analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the condition below and the standard conditions of approval (attached).

1. Pursuant to the Beverly Hills Municipal Code §10-4-306, all awning signage must be a maximum of 7" in height and shall be located on a place of the awning which is parallel to the façade of the building.



Shena Rojemann, Associate Planner

### **Attachments**

Exhibit A – Standard Conditions of Approval

**EXHIBIT A**  
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on December 15, 2010.
2. This approval by the Architectural Commission is for design only; the project is subject to all applicable City regulations for the construction of the project (including zoning, building codes and Public Works requirements.)
3. Any future modifications to this approval shall be presented to staff for a determination as to whether the change may be approved by staff (minor) or requires review by the Commission. Changes made without City approval may be required to be restored to match the City approved plans.
4. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
5. A copy of the City's approval letter shall be scanned onto the final plans.